

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE

December 1, 2022

<https://rccd-edu.zoom.us/j/82488950091?pwd=VGtWK1BETIFxd2dxOTZWWEEx1Q3NNQT09>

Charge: In support of the RCCD District Strategic Plan, the District Marketing and Communications Committee (DMCC) will work to establish policies and procedures that will provide guidelines and standards for creating and producing marketing, advertising and strategic communications for the District and its colleges.

I. **Call to Order**

II. **Approval of Minutes**

- October 20, 2022

III. **Action Item**

IV. **Topics for Discussion**

- College drafts – List Serv
- RCCD Writing Style Guide
 - Acronym Guide

V. **Updates**

- Moreno Valley College
- Norco College
- Riverside City College
- District
 - RCCD-ALL Listserv Guidelines
 - Request Forms
 - [Graphic Design](#)
 - [Photography](#)
 - [Publicity](#)
 - ClickUp Project Management update
 - Winter/Spring update

VI. **Toolkit**

- Future items
 - Logo creation
 - Social Media guide
- Completed items
 - [District Brand Guide](#)
 - [MVC Brand Guide](#)
 - [NC Brand Guide](#)
 - [RCC Brand Guide](#)

VII. **Upcoming Meeting**

- Renee will survey committee for spring availability

Riverside Community College District
DISTRICT MARKETING AND COMMUNICATIONS COMMITTEE
October 20, 2022
via Teleconference

COMMITTEE MEMBERS PRESENT

Anthony Azarte
Brady Kerr
Chie Ishihara
Chris Clarke
Leslie Vargas
Lino Leon
Mackenna Ashcraft

Mark Figueroa
Mark Knight
Noelle Hansen
Rebecca Goldware
Robert Schmidt
Ruth Leal
Thea Quigley

COMMITTEE MEMBERS ABSENT

Ashley Etchison
Robert Delgadillo

Lesley Zavalan
Peggy Lomas

DISTRICT STAFF PRESENT

Renee Vigil

CALL TO ORDER

Meeting called to order at 2:05pm. Member Leal asked about CSEA representation from all colleges and RCC's representative will be discussed with the CSEA soon.

APPROVAL OF MINUTES FROM MARCH 8, 2022

Member Kerr motioned to approve the minutes and Member Hansen seconded. (14 ayes)

APPROVAL OF MINUTES FROM MAY 10, 2022

Member Kerr motioned to approve the minutes and Member Hansen seconded. (14 ayes)

LISTSERV GUIDELINE RCCD-ALL

Listsersv Guideline RCCD-All update is seeking review and approval of the document that has two comments for recommendation.

Feedback received was for clarification about the asterisk and to update the footnotes to define each asterisk. Suggested about the moderator not to supersede anything sent by the bargaining units (remove CSEA and only list bargaining units) and the moderator will not filter or override these messages. Suggest using footnotes vs. asterisks to clarify with numbers and add the moderator language. Number five would still stand. Bringing back for next meeting December meeting with a clean version.

COLLEGE DRAFTS – LIST SERVS

Member Hansen shared that the MVC lists are not moderated but there are five primary lists which are based on each campus group. List participants are managed by the MVC webmaster which is managed through the District. There is no talk about managing the MVC-All lists currently.

Member Leal explained that the NC List Serv proposal was approved in 2020 through the shared governance process but has not been implemented yet and the Classified Professionals List Serv is being utilized. Is the technology being used to help breakdown emails with subject matter, etc.? Yes, in general this needs to be reviewed and rules can be created to help assist with filtering emails to users.

RCC's draft is available for review. RCC has a Marketing and Resources committee that this draft can be reviewed/moved forward.

RCCD WRITING STYLE GUIDE

Member Clarke shared that the Writing Guide was established to assist with engaging with the public (not all items at the colleges or District). The intention was to engage with entities that cover press releases, media relations and announcements. The Acronym Guide was an appendix added onto the Writing Guide. Member Leal asked if "CPROS" should be classified professionals and remove the parenthesis from the acronym

RCC UPDATES

Member Ishahara and Member Quigley shared that they did not have updates. However, Member Knight shared he attended the last RCC Marketing and Resources committee meeting which discussed the Brand Guide, how to determine a process of logo and brand identity.

NC UPDATES

Member Leal shared that the CTE teams have been outreaching and the Outreach teams are focusing on student life, engaging students, showing campus life, organic marketing about classes, increasing student testimonials, student clubs, resources for students and upcoming videos. Swag is on campus and marketing with CTE programs for messaging about why to attend NC.

MVC UPDATES

Member Figueroa shared that MVC is reviewing the retention piece of marketing and analytics are moving up. MVC Marketing group is going to develop banners around the campus and signage about how to direct students. MVC has been working with College App with targeted outreach to students interested in attending specific programs for careers. Three D tours are now available for students to navigate around the campus.

DISTRICT UPDATES

Member Clarke shared that brochures are being finalized, sent to press and mailed to doors for open enrollment in the winter/spring. Post cards are going out at the end of November for re-engaging students to enroll and the next focus on enrollment is for winter/spring via postcard and email in December. Request Forms are available for projects via the District and for college requests this will be forwarded to the staff managing at the campuses. These are not available on the website yet. The ClickUp Project Management system helps monitor requests.

Member Figueroa asked about how to focus on students collectively with the District and as individual colleges. Member Goldware shared it is a goal to establish a structure to have a governing board and highlight the college individuality. Member Schmidt suggested surveying high school students about their needs and how to get them to attend the colleges. Focusing on the colleges like a business and how to outreach to future customers vs. part customers. Members discussed about student experiences and how to capture experiences from their time with the colleges. The media preference survey captures high school students and student success should be the focus through the District at the various colleges (how to work together to better serve the student). Member Figueroa shared about how to re-engage with students post-Pandemic and how to communicate to students about belonging at the colleges. Member Leal suggested a work group with some members of the DMCC

TOOLKIT

Toolkit was discussed to highlight accomplishments and completed projects.

ADJOURNMENT

Meeting adjourned at 3:25pm.

DRAFT

RCCD-ALL Listserv Guideline

Communications from RCCD-ALL@lists.rccd.edu¹ are sent to active employees, retirees, and student government leaders of the Riverside Community College District (RCCD). The messages are intended to communicate with all personnel or address all the college faculty, classified professionals and managers in the District. When anyone is hired by the District, their District or college email is added to the RCCD-ALL Listserv. To ensure necessary District information is disseminated, all active employees are opted-in for the RCCD-ALL list.

Messages sent to RCCD-ALL@lists.rccd.edu go through a moderator², within the office of Institutional Advancement and Economic Development before they are posted. Messages sent during a regular business day are generally posted the same day before close of business. Items sent after the regular business day, or on holidays or weekends, may be posted on the next regular business day.

- 1) Messages must be composed for, or relevant to, all District personnel constituencies.
- 2) Messages can be sent from members of the District's Executive Cabinet or District Departments that serve all District personnel (i.e.: Human Resources, Risk Management and Safety).
- 3) Messages should not disparage or defame any District/college personnel, employees, or students.
- 4) Messages may include embedded images in the emails. Larger documents or images can be uploaded and shared as an accessible link.
- 5) Messages that are directed to specific colleges, departments, offices, groups, or individuals should not be sent via RCCD-ALL, another more appropriate listserv or other distribution method should be used instead.

If a message does not meet these guidelines and Board Policies 2720 and 6370 and is not released, a moderator will send an email to the original sender with the reason for the denial.

Responses to RCCD-ALL messages may only be sent to the original author of the messages. "Reply to All" messages will not be released.

These guidelines do not in any way supersede the rights of the bargaining units or the collective bargaining agreements with RCCD. This document is meant for employees in their job capacity as a resource to help enhance communications on the RCCD-All listserv.

¹The lists.rccd.edu server will be migrated in the future and will become lists.rccd.edu

Does not supersede negotiated use per CSEA Collective Bargaining Agreement VI.A.

²"The Association has the right to use District and College listservs for communication with chapter members. The Association has the right to post its official communication on RCCD-All."

Commented [VR1]: Question on the use of the wording "disparage." Is it defined somewhere as to what constitutes "disparaging" someone or are we going with the dictionary definition.

Commented [VR2]: Notes:
Issue brought forward from Vice Chancellor Few at DSPC that items #1 and #5 were in conflict with the negotiated agreements with the bargaining units. Per CSEA Collective Bargaining Agreement VI.A. "The Association has the right to use District and College listservs for communication with chapter members. The Association has the right to post its official communication on RCCD-All."

RCCD Acronym Guide

A

- AA - Associate in Arts
- AAR - Annual Assessment Report
- AA-T - Associate in Arts for Transfer
- AB - Assembly Bill
- AC - Academic Council
- ACCCA - Association of California Community College Administrators
- ACCJC - Accrediting Commission for Community and Junior Colleges
- ACCT - Association of Community College Trustees
- ACE - American Council of Education
- ACES - Academic Counseling and Educational Support program
- ACS - Average Class Size
- ADA - Americans with Disabilities Act
- ADN - Associate Degree in Nursing
- ADT - Associate Degree for Transfer
- AHWL - Arts, Humanities and World Languages
- ALE - Association of Latino Employees
- ALO - Accreditation Liaison Officer
- AOE - Area of Emphasis (Degree)
- AP - Administrative Procedures
- APC - Academic Planning Council
- APE - Adaptive Physical Education
- API - Academic Performance Index
- APIC - Association of Psychology Internship Council
- APRU - Annual Program Review Update
- A&R - Admissions and Records
- ARCC - Accountability Reporting for Community Colleges
- AS - Academic Senate
- AS - Associate in Science
- AS - Associated Students
- ASA - Academic Support Assistants (Tutor)
- ASCCC - Academic Senate for the California Community
- ASF - Assignable Square Feet
- ASMVC – Associated Students of Moreno Valley College
- ASNC – Associated Students of Norco College
- ASRCC – Associated Students of Riverside City College
- ASRCCD - Associated Students of Riverside Community College District
- AS-T - Associate in Science for Transfer
- ATB - Ability to Benefit
- ATEC – Applied Technology Building
- AUO - Administrative Unit Outcomes
- AY - Academic Year

B

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- BAM - Budget Allocation Model
 - BCTC - Ben Clark Training Center
 - BEIT - Business, Engineering and Information Technology
 - BIRT - Behavioral Intervention and Resource Team
 - BIT - Business and Information Technology Department
 - BOG - Board of Governors
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- BOGFW - Board of Governors Fee Waiver
 - BOT - Board of Trustees
 - BP - Board Policy
 - BRAC - Budget and Resource Allocation Committee
 - BSI - Basic Skills Initiative
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C

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- C&I - Curriculum and Instruction Committee
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- CAAHEP - Commission on Accreditation of Allied Health Education Programs
 - CACT – Center for Applied Competitive Technologies
 - CAFYES - Cooperating Agencies Foster Youth Education Support
 - CAI – Common Assessment Initiative
 - CAIR - California Association for Institutional Research
 - Cal SACC - California Student Association of Community Colleges
 - Cal SOAP - California Student Aid Student Opportunity and Access Program
 - Cal WORKs - California Work Opportunity and Responsibility to Kids
 - Cal-PASS - California Partnership for Achieving Student Success
 - CalWORKs - California Work Opportunity and Responsibility to Kids
 - CAP - Course Accommodation Plan
 - CAP - College Advantage Program
 - CAPIC - California Psychology Internship Council
 - CAPM - Council on Academic and Professional Matters
 - CARE - Cooperative Agencies Resources for Education
 - CATC - Community Adult Training Center
 - CBC - Community Business Center
 - CBO - Chief Business Officer
 - CBOC - Citizens' Bond Oversight Committee
 - CC - College Council

- CCC - California Community Colleges
- CCCAA - California Community College Athletic Association
- CCCCO - California Community College Chancellor's Office
- CCCSAA - California Community College Student Affairs Association
- CCCSE - Center for Community College Student Engagement
- CCCSFAA - California Community Colleges Student Financial Aid Administrators
- CCCSFAAA - California Community Colleges Student Financial Aid Administrators Association
- CCCT - California Community College Trustees
- CCLC - Community College League of California
- CCO - Course Content Outline
- CCSSE – Community Colleges Survey of Student Engagement
- CDC – Child Development Center
- CEC – Community Education Center
- CELSA – Combined English Language Skills Assessment
- CEO – Chief Executive Officer
- CEOCCC – Chief Executive Officers of the California Community Colleges
- CERT – Community Emergency Response Team
- CFO – Chief Financial Officer
- CI - Completion Initiative
- C-ID – Course Identification Numbering System
- CIP - Curriculum Inventory of Programs
- CJPC – Career and Job Placement Center
- CLAVE - Chicanos/Latinos Advancing in the Values of Education
- CLEP - College Level Examination Program
- CLOs - Course-Level Outcomes
- CML - Communications, Media and Languages
- CMP - Comprehensive Master Plan
- CNUSD – Corona Norco Unified School District
- COMM - Communications Department
- COA - Cost of Attendance
- COC – Circle of Change Leadership Conference
- COLA - Cost-of-Living Adjustment
- COR - Course Outline of Record
- C-PART - Crisis Prevention & Response Team
- CPEC - California Postsecondary Education Commission
- CPR - Cardiopulmonary Resuscitation
- CPR - Comprehensive Program Review
- CPROS- Classified Professionals
- CPTESL - Computerized Proficiency Test for ESL
- CRC – College Resource Center
- CRLA - College
- CRT - Campus Emergency Response Team
- CSAC - California Student Aid Commission
- CSEA - California Schools Employee Association
- CSSO - Chief Student Services Office

- CSU - California State University
 - CTA – California Teachers Association
 - CTE - Career and Technical Education Division
 - CTEA - Career Tech Educational Act
 - CTA – California Teachers Association
 - CWE - Cooperative Work Experience
 - CWI - Center for Workforce Innovation
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D

- DBAC - District Budget Advisory Council
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- DCC - District Curriculum Committee
 - DE - Distance Education
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- DE - Dual Enrollment
 - DEI - Diversity, Equity and Inclusion Committee
 - DEMC - District Enrollment Management Committee
 - DHH - Deaf/Hard of Hearing Services
 - DMC - Digital Media Center
 - DOB - Date of Birth
 - DOI - Dean of Instruction
 - DRC – Disability Resource Center
 - DSCH - Daily Student Contact Hours
 - DSS - Disability Support Services
 - DSP - District Strategic Plan
 - DSPC - Dist. Strategic Planning Council
 - DTC - District Technology Committee
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E

- EAP - Employee Assistance Program
 - EC - Education Code
 - ECE - Early Childhood Education
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- ECEC - Early Childhood Education Center
- ED - US Department of Education
- EDD - Employment Development Department
- EEO - Equal Employment Opportunity

- EERA - Educational Employment Relations Act
 - EFC - Expected Family Contribution
 - EIR - Environmental Impact Report
 - EMP - Educational Master Plan
 - EMS - Emergency Medical Services
 - EMT - Emergency Medical Technician
 - EOC - Emergency Operations Center
 - EOP - Emergency Operations Preparedness
 - EOPS - Extended Opportunity Programs and Services
 - ESL - English as a Second Language
 - ED - Economic Development
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F

- FAFSA - Free Application for Federal Student Aid
 - FAQs - Frequently Asked Questions
 - FERPA - Family Educational Rights and Privacy Act
 - FIG - Faculty Inquiry Group
 - FKCE - Foster and Kinship Care Education
 - FLEX - Flexible Calendar Program
 - FMP - Facilities Master Plan
 - FMTF - Function Map Task Force
 - FON - Faculty Obligation Number
 - FS - Faculty Senate
 - FSA - Federal Student Aid
 - FT - Full Time
 - FTE - Full-Time Equivalent
 - FTEF - Full Time Equivalent Faculty
 - FTES - Full Time Equivalent Students
 - FTS - Full-time Student
 - FWS - Federal Work Study
 - FY - Fiscal Year
 - FYCP - Five Year Construction Plan
 - FYE - First Year Experience
 - FYP - First Year Pathways
 - FYSI - Foster Youth Success Initiative
 - FYSS - Foster Youth Support Services (Guardian Scholars)
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G

- GAAP - Generally Accepted Accounting Principles
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- GASB - Governmental Accounting Standards Board
 - GC - Government Code
 - GE - General Education
 - GED - General Education Development
 - GELO - General Education Learning Outcome
 - GP - Guided Pathways
 - GPA - Grade Point Average
 - GIS - Geographic Information Systems
 - Gender Sexuality Awareness Club
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H

- HACU - Hispanic Association of Colleges and Universities
 - HASS - Humanities, Arts and Social Sciences Department
 - HEOC - Health Occupations
 - HHPS - Health, Human and Public Services Department
 - HIPAA - Health Insurance Portability and Accountability Act
 - HR - Human Resources
 - HRER - Human Resources and Employee Relations
 - HM - Humanities Building
 - HS - Health Sciences Division
 - HSCE - High School Concurrent Enrollment
 - HSE - High School Equivalency
 - HSEE - High School Exit Exam
 - HSI - Hispanic Serving Institution
 - HSI-STEM - Hispanic Serving Institution—Science, Technology, Engineering and Math
 - HUM - Humanities
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I

- ICC - Inter Club Council
- ICP - Incident Command Post
- IDEC - Indirect/Direct Evaporative Cooling
- IDS - Instructional Department Specialist
- IE - Institutional Effectiveness
- IEAC – Inland Empire Athletic Conference
- IEC- Institutional Effectiveness Committee
- IG(s) - Inquiry Group(s)

- IGETC - Intersegmental General Education Transfer Curriculum
 - ILO - Institution-Level Outcomes
 - ILO - Institutional Learning Outcomes
 - INST - Instruction
 - IOI - Improvement of Instruction
 - IPEDS - Integrated Post-Secondary Education Data System
 - IPRO - Institutional Planning and Research Office
 - IR - Institutional Research
 - ISC - International Student Center
 - ISIR - Institutional Student Information Report
 - ISP - Integrated Strategic Plan
 - ISS - Institutional-Set Standards
 - Industrial Technology
 - ITS - Information Technology Services
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J

- JD - Job Description
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K

- KIN - Kinesiology, Health, & Athletics
 - KPI - Key Performance Indicators
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L

- LANG - Languages and ESL Division
 - LAO - Legislative Analyst's Office
 - LC - Learning Center
 - LEH - Lecture Equivalent Hours
 - LFM - Leading from the Middle
 - LGA - Local Goal Alignment
 - LGBTQ+ - Lesbian, Gay, Bisexual, Transgender, Queer/Questioning
 - LGI - Large Group Instruction
 - LIB - Library
 - LLC - Library Learning Center
 - LLRCC – Library and Learning Resource Center Committee
 - LMP- Logistics Management Program
 - LMS - Learning Management System
 - LO - Learning Outcome
 - LRC - Learning Resource Center
 - LVN - Licensed Vocational Nursing
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M

- MA - Management Association
 - MA - Mutual Agreement
 - MAP - Media Arts Pathway
 - MAP – Military Articulation Platform
 - MCHS - Middle College High School
 - MTSC – Math and Science
 - META - My ePortfolio Transfer and Assessment (Program)
 - MIS - Management Information System
 - MLA – Management Leadership Association
 - MMAP - Multiple Measures Assessment Project
 - MOE - Methods of Evaluation
 - MOI - Methods of Instruction
 - MVC - Moreno Valley College
 - MOU - Memorandum of Understanding
 - MQs - Minimum Qualifications
 - MSC - Math Success Center
 - MVC - Moreno Valley College
 - MVV - Mission, Vision, and Values
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N

- NAC- Norco Assessment Committee
 - NAR - (Financial) Need Analysis Report
 - NASFAA - National Association of Student Financial Aid Administrators
 - NC - Norco College
 - NFO - New Faculty Orientation
 - NOC - Network Operations Center
 - NSF - National Science Foundation
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O

- OAC - Orientation, Assessment, Counseling
- OC – Operation Center
- OCR - Office of Civil Rights

- OEC – Orange Empire Conference (Athletic Conference within which Norco College previously competed)
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- OEI - Online Education Initiative
 - OER - Open Educational Resources
 - OI - Office of Instruction
 - OER - Open Educational Resources
 - OPEB - Other Postemployment Benefits
 - OSL - Office of Student Life
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P

- PA - Positive Attendance
 - PAB – President’s Advisory Board
 - PACAH - Program and Course Approval Handbook
 - PARS - Positive Attendance Reporting System
 - PD - Professional Development
 - PDC - Professional Development Center
 - PDC - Faculty Professional Development Committee
 - PE - Physical Education
 - PERS - Public Employees Retirement System
 - PI - Proportionality Indices
 - PFE - Partnership For Excellence
 - PIN - Personal Identification Number
 - PLAC - President's Latino Advisory Committee
 - PLO - Program-Level Outcome
 - PLO - Program Learning Outcome
 - PO - Purchase Order
 - POST - Police Officer Standards and Training
 - PR - Program Review
 - PR - Purchase Requisitions
 - PRC - Program Review Committee
 - PSA - Personal Services Agreement
 - PSC - Parkside Complex
 - PT - Part Time
 - PTSA - Parent, Teacher and Student Association
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Q

- QFS - Quest for Success
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R

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- RC - Resource Council
 - RCC - Riverside City College
 - RCCD - Riverside Community College District
 - RFP - Request For Proposals
 - RJT - Racial Justice Taskforce
 - ROP – Regional Occupational Programs

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- ROPE - Rights of Passage in Education
 - RR - Resource Request
 - RRO – Robert’s Rules of Order
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S

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- SA - Summer Advantage
 - SAM - State Administrative Manual
 - SAO - Service Area Outcome

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- SAP - Satisfactory Academic Progress
 - SAR - Student Aid Report
 - SARS-GRID - Appointment Scheduling and Reporting System
 - SAS - Student Academic Services
 - SB - Senate Bill
 - SBS – Social and Behavioral Sciences
 - SC – Soccer Complex
 - SCFA - Southern California Football Association
 - SCFF - Student Centered Funding Formula
 - SCI - Science and Technology Building
 - SE – Student Equity
 - SEA - Student Equity and Achievement
 - SEM - Strategic Enrollment Management
 - SEOG - (Federal) Supplemental Educational Opportunity Grant
 - SEP - Student Educational Plan
 - SERP - Supplemental Employee Retirement Incentive Plan
 - SFS - Student Financial Services
 - SHPS - Student Health and Psychological Services
 - SHS - Student Health Services
 - SI - Supplemental Instruction
 - SID - Student Identification
 - SLA - Service Level Agreement
 - SLO - Student Learning Outcomes
 - SLOAC - Student Learning Outcomes Assessment Cycle
 - SLPA - Speech-Language Pathology Assistant (Program)
 - SMART - Specific, Measurable, Attainable, Realistic/Relevant, Timely/Time-Bound

- SOU - Statement of Understanding
 - SP - Strategic Plan
 - SPC - Strategic Planning Council
 - SPGM – Strategic Planning and Governance
 - SPO - Student Performance Objectives
 - SQL - Structured Query Language
 - SRTK - Student Right To Know
 - SS - Student Services
 - SSC – Student Support Council
 - SSCCC - Student Senate of California Community Colleges
 - SSL - Student Success Leaders (Student Assistants)
 - SSN - Social Security Number
 - SSOs - Student Services Outcomes
 - SSS - Student Support Services
 - SSS/SSS RISE-TRIO- Student Support Services/Realizing Individual Success through Education
 - SSSP - Student Success and Support Program
 - SSV – Student Services
 - ST – Science and Technology
 - STACC - Stretch Accelerated Composition
 - STARS - Scholars Transitioning and Realizing Success
 - STEM - Science, Technology, Engineering and Mathematics
 - STEM – STEM Center
 - STRS - State Teachers Retirement System
 - STU - Student Services Building
 - SWACC - Statewide Association of Community Colleges
 - SWOT - Strengths, Weaknesses, Opportunities and Threats
 - SWP - Strong Workforce Program
 - SYP - Second Year Pathway
 - S&K - Science and Kinesiology Department
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T

- TA - Teaching Assignment
 - TABE - The Association of Black Employees
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- TAG - Transfer Admission Guarantee
 - TANF - Temporary Assistance to Needy Family
 - TBA - To Be Arranged
 - TBD - To Be Determined
 - TCO - Total Cost of Ownership
 - THTR - Theater
 - TLC – Teaching and Learning Committee
 - TMC - Transfer Model Curriculum

- TOEFL - Test of English as a Foreign Language
 - TOP - Taxonomy of Programs
 - TRAns - Tax Revenue Anticipation Notes
 - TSS - Technology Support Services
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U

- UB - Upward Bound
 - UC - University of California
 - UDL - Universal Design Learning
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V

- VA - Veterans Administration
 - VAMS - Visual Arts and Media Studies
 - Vet2Vet - Veterans Crisis Hotline
 - VFS - Vision for Success
 - VOIP - Voice Over Internet Protocol
 - VPAA – Vice President Academic Affairs
 - VPAS - Vice President of Business/Administrative Services
 - VPBS - Vice President, Business Services
 - VPI - Vice President of Instruction
 - VPPD – Vice President, Planning and Development
 - VPSS - Vice President, Student Services
 - VRC - Veterans Resource Center
 - VRS - Veterans Resource Center
 - VTEA - Vocational and Technical Educational Act
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W

- WAIII - Workability III
- WASC - Western Association of Schools and Colleges
- WC - Writing Center
- Web CMS - Web Curriculum Management System
- WEQ – West End Quad
- WIB - Workforce Investment Board

- WOEX - Work Experience
 - WSCH - Weekly Student Contact Hours
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